

## **CHAPTER III**

### **RESEARCH METHOD**

This chapter presents the methodology of this research. It covers research design, population and sample, research instrument, data collection and analysis. Those sections are discussed as follows:

#### **3.1 Research Design**

This study applies descriptive qualitative design. Descriptive is designed to obtain information concerning the current status phenomena. There are two categories of research design such as quantitative research and qualitative research. Each approach has its own methodology and terminology. Quantitative research uses objective measurement to gather numeric data that are used to answer questions or test predetermined hypotheses. It generally requires a well-controlled setting.

Qualitative research is based on a different philosophical approach which sees the individual and his or her world as so interconnected that essentially the one has no existence without the other. The researcher can only understand human behavior by focusing on the meaning that events have for the people involved. Qualitative research focuses on understanding social phenomena from the perspective of the human participants in a natural setting.

There are five types of qualitative methods such as ethnography, narrative, grounded theory, case study and phenomenological. Ethnography research is probably the most familiar and applicable type of qualitative method. In ethnography the researcher immerse themselves in the target participants

environment to understand the goals, cultures, challenges, motivations and themes that emerge. Moreover, the narrative approach weaves together a sequence of events, usually from just one or two individuals to form a cohesive story. The researcher conduct in-depth interviews, read documents, and look for themes. In other words, how does an individual story illustrated the large life influences that created it.

Grounded theory looks to provide an explanation or theory behind the events. The researcher uses primarily interviews and existing documents to build a theory based on the data. While case study involves a deep understanding through multiple types of data sources. Case studies can be explanatory, exploratory or describing an events.

Phenomenological is when the researcher wants to describe an event, activity, or phenomenon. In phenomenological study the researcher uses a combination of methods such as conducting interviews, reading documents, watching videos, or visiting places and events. Also in phenomenological study the researcher often conduct a lot of interviews. In conducting this research, the researcher uses qualitative research and phenomenological as method. The phenomena in this research are impicature found on meme in Instagram.

### **3.2 Population and Sample**

Population and sample are very important in conducting a research. A population is all the individuals or units of interest and typically there is not available data for almost all individuals in a population. The number of population greatly affects the course of the population.

The population was manageable and easier to be looked at. The researcher chooses and take the population from social media especially from Instagram. The population of this research is 262 users on Instagram that researcher follow. The 262 followed users are significantly contributing to the data collection as the post can be seen clearly day by day due to easily in access. Moreover, users who the researcher follow often post meme with implicature. However, the population in this research is way too large. In order to limit the large population the researcher use sampling technique.

Sample is a small proportion of a population selected for observation and analysis. In the research, the researcher uses sampling procedures with purposeful sampling. Creswell (2012) states that purposeful sampling is the researcher intentionally select individuals and sites to learn or understand the central phenomenon.

The researcher takes the data or sample from users on Instagram who posts memes that show implicature because the researcher only focuses on analyzing implicature on meme. Therefore, the researcher took the data only 10 people from 262 users that researcher follow who post meme with implicature which appear on feed. From the 10 people as sample is partly the researcher's friend or familiar person and users on Instagram who are not familiar with the researcher.

### **3.3 Data Collection**

The most common data collection methods used in qualitative research are observation, interviewing, and document or artifact analysis. Artifacts may

include audio and video recording, photograph, game, artwork, or other items that provide insight related to the context or participants.

Creswell (2012) says that qualitative data collection is more than simply deciding on whether the researchers will observe or interview people. The purpose of data collection in qualitative research is to provide evidence for the experience it is investigating.

### **3.3.1 Technique and Instrument**

Technique that will be used in the research is document analysis and interview. According to Creswell (2012), document consist of public and private records that qualitative researchers obtain about a site or participants in a study, and they can include newspaper, minutes of meetings, personal journal, and letters. The document that the researcher use is the captured post from users on feed who posts meme with implicature.

In addition, Latief (2016) says interview can also be used to collect the data on factual information as well as information on people's attitude. In the research, the researcher will interview with 10 users who post meme via chat. Also, the researcher asks about the implicature.

The instruments used to collect the data is interview guide. Interview guide is plan to develop and use an interview for asking questions and recording answer during interview. Interview guide used to help the researchers direct the conversation toward the topics and issues which want to learn about (Kennedy, 2006). In the research, the researcher uses semi-structured interview in collecting the data. There are some questions from the researcher uses in the interview such

as the purpose or the reason why users post meme with impicature, whether memes are made or taken from internet, and the researcher ask about the meaning of the impicature itself.

### **3.3.2 Procedures**

There are several steps or procedures used to collect the data. In the research, the researcher focuses collect the data from social media especially from Instagram. The data of this research the impicature found on meme of Instagram. The researcher collected the data through the step:

1. Observing meme that appears on feed posted by users on instagram.
2. Capturing the data using the print screen.
3. Selecting ten meme with impicature.
4. Interviewing the user who post meme with impicature to identify her or his impicature meaning.
5. Understanding and analyzing the data.

### **3.5 Data Analysis**

According to Creswell (2012), analyzing qualitative data requires understanding how to make sense of text and images so that the researchers can form answers to their research questions. There are six steps involved in analyzing and interpreting qualitative data such as preparing and organizing the data, exploring and coding the database, describing findings and forming themes, representing and reporting findings, interpreting the meaning of the findings and validating the accuracy of the findings.

After collecting the data from social media especially in Instagram. Then the researcher did several steps to analyze the data:

1. Identifying the data taken from the observation that is related to the implicature.
2. Selecting the data concerning on the implicature and the researcher listed fifteen the implicature.
3. Analyzing the meaning of the implicature based on fifteen sample that has been specified.
4. Writing a conclusion based on the data analysis.

